REMARKS

Claims 43-53 remain in this application. A Request for Continued Examination (RCE) is filed herewith. A request for a three-month extension of time is also submitted. Applicant respectfully requests re-examination.

Claims 43-53 were rejected under 35 U.S.C. §102(e) as anticipated by *Shoff et al* (US 6,240,555). Applicant respectfully traverses.

Shoff et al is directed to an interactive entertainment system that allows the presentation of supplemental interactive content alongside traditional broadcast video programs such as television shows and movies. These video programs are broadcast in a conventional manner.

Figure 3 of *Shoff et al* displays an electronic programming guide (EPG) that includes "time" fields and "supplemental content" fields. The supplemental content fields specify a source of corresponding supplemental content. If the video program is determined to be interactive, supplemental content (labeled 58 in Figure 3) set as link information, is obtained by way of network 32 (Figures 2 and 4) after the time specified in the "time" field of the EPG, thereby switching from the video program being viewed to the supplemental content (see Figures 8A and Figure 8B). This content, according to *Shoff et al*, may be distributed by a plurality of different channels (see Figure 5).

Shoff et al's timing information is described as presenting supplemental content in synchronization with a video content program (see column 10, lines 7-17). Although *Shoff et al* describes how to define the timing information (e.g., by way of a time relative to a particular program start time, or in terms of frames), *Shoff et al* does not disclose any concrete embodiment on how the timing information is used to control content display switching. Moreover, *Shoff et al* has a back channel between the head end 22 and the STB 26. This back channel is used in

those occasions where the head end 22 receives an interactive operation from a user by way of the network 32 (see Figures 2, 4 and column 4, lines 56-61). The head end 22 transmits supplemental content 54 (labeled "58" in Figure 3) to the STB 26, in accordance with the interactive operation, and the STB 26 obtains the supplemental content 54 for presentation.

The present invention on the other hand is quite different from the *Shoff et al* disclosure.

As set out in Claim 43, the present invention deals with a plurality of contents contained in one MPEG 2 transport stream. Each contact is a unit of information. All the contents are linked to each other. The link information of the invention is interactively operated by the user. The link information is contained in the transmitted data, which has a plurality of units of information which make up the total broadcast program.

Claim 1 expressly recites:

> "a receiving unit for receiving an MPEG 2 transport stream having a plurality of contents therein which make up a broadcast program, the plurality of contents each being a unit of information for which interactive operations are provided to a user to be performed, each unit of information including link information for indicating at least one of the other units of information, whereby performance of one of the interactive operations provided to the user by the unit of information being displayed will cause the linked unit of information to be displayed."

Shoff et al does not show, teach or contemplate such a data display control apparatus. In fact, it is impossible to realize content display switching as illustrated in Figures 8 and 29 of the present application by the use of *Shoff et al's* technology. Figures 8 and 29 illustrate examples of

expiration for a shopping program and expiration of time for answering a question in a quiz program.

Moreover, the present invention does not involve a back channel. The plurality of contents, each of which is a unit of information, is contained in a single MPEG 2 transport stream relating to the broadcast (a monodirectional network). The information is received and is switched by means of handler information included in the MPEG 2 transport stream.

Claim 43 specifically recites:

> "the display control unit executes an instruction specified by handler information included in the MPEG 2 transport stream in response to performance by the user of one of the interactive operations, to change the currently displayed unit of information to the linked unit of information."

Applicant respectfully submits that claim 43 is patentable over *Shoff et al,* singly or in any combination, with any of the other references of record.

Claims 44-52 depend from and further limit claim 43. Applicant respectfully submits that these claims are also patentable over the art of record for the reasons set forth above.

Claim 53 is directed to a storing medium that contains a control program which controls a data display control apparatus to perform the recited steps. One of these steps is:

> "receiving an MPEG 2 transport stream having the plurality of contents therein which make up a broadcast program, the plurality of contents each being a unit of information for which interactive operations are provided to a user to be performed, each unit of information including link information for indicating at least one of the other units of information, whereby performance of one of the interactive operations provided to the

user by the unit of information being displayed will cause the linked unit of information to be displayed."

Another step is:

"in response to performance by the user of one of the interactive operations, execute an instruction specified by handler information included in the MPEG 2 transport stream to change the currently displayed unit of information to the linked unit of information."

Applicant respectfully submits that claim 53 patentably defines over *Shoff et al,* singly or in any combination, with the other references of record, for the reasons stated above in support of the patentability of claim 43.

Applicant respectfully requests that the rejection be withdrawn, all the claims of record allowed, and this application passed to issue.

I hereby certify that this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on April 19, 2006.

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Signature

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